



# ORDER

Flight Dates **10/09/12-10/18/12**

Contract / Revision **313844 /** Product **Flake for AZ Senate / NRSC**

Original Date / Revision 10/03/12 10/03/12 Agency Com 15%

Advertiser **NRSC - Flake / Republican /** Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **C09C15**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 18% Market Value 276388

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	55277
KPNX	20%	55277
KPPX	%	0
KSAZ	20%	55277
KTVK	22%	60805
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	96	\$42,287.50	\$49,750.00	0.00
<b>Totals</b>	<b>96</b>	<b>\$42,287.50</b>	<b>\$49,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/18/12	96	\$42,287.50	\$49,750.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	10/09/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- TWTF - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -			4		\$350.00		0.00				
N 2	KNXV	10/15/12	10/18/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWT - - -	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWT - - -			4		\$350.00		0.00				
N 3	KNXV	10/14/12	10/14/12		CM	4pm-430pm	- - - - - S	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00



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Print Date: 10/03/12

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Contract / Revision **313844** Flight Dates **10/09/12-10/18/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser **NRSC - Flake / Republican** Product **Flake for AZ Senate / NRSC** Estimate # **C09C15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				SU 4pm-430pm SU 4pm-430pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$150.00		0.00			
N 4	KNXV	10/14/12	10/14/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$100.00		0.00			
N 5	KNXV	10/09/12	10/12/12	M-F 5-6am M-F 5-6am	CM	5am-6am	-TWTF--	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$75.00		0.00			
N 6	KNXV	10/15/12	10/18/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWT---	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$75.00		0.00			
N 7	KNXV	10/09/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TWTF--	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$250.00		0.00			
N 8	KNXV	10/15/12	10/18/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWT---	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$250.00		0.00			
N 9	KNXV	10/09/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					8	\$250.00		0.00			
N 10	KNXV	10/15/12	10/18/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWT---	:30	8	\$250.00	P-3	0.00	NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					8	\$250.00		0.00			
N 11	KNXV	10/13/12	10/13/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$100.00		0.00			
N 12	KNXV	10/14/12	10/14/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$100.00		0.00			
N 13	KNXV	10/14/12	10/14/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$350.00		0.00			
N 14	KNXV	10/09/12	10/12/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	-TWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					4	\$700.00		0.00			
N 15	KNXV	10/15/12	10/18/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWT---	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWT---					4	\$700.00		0.00			



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Contract / Revision **313844** Flight Dates **10/09/12-10/18/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser **NRSC - Flake / Republican** Product **Flake for AZ Senate / NRSC** Estimate # **C09C15**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	KNXV	10/15/12	10/18/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWT---	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$700.00		0.00			
N16	KNXV	10/09/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$900.00		0.00			
N17	KNXV	10/15/12	10/18/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWT---	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$900.00		0.00			
N18	KNXV	10/09/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$900.00		0.00			
N19	KNXV	10/15/12	10/18/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$900.00		0.00			
N20	KNXV	10/13/12	10/13/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$200.00		0.00			
N21	KNXV	10/14/12	10/14/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$200.00		0.00			
N22	KNXV	10/09/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$200.00		0.00			
N23	KNXV	10/15/12	10/18/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	MTWT---	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					4	\$200.00		0.00			
N24	KNXV	10/09/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$1,200.00		0.00			
N25	KNXV	10/15/12	10/18/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWT---	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	MTWT---					3	\$1,200.00		0.00			
N26	KNXV	10/13/12	10/13/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$750.00		0.00			
N27	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,200.00		0.00			



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Print Date: 10/03/12

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Contract / Revision     **313844**     Flight Dates **10/09/12-10/18/12**

Hiatus Dates

Original Date / Revision   10/03/12/   10/03/12

Order Sep   00:20:00

Advertiser   **NRSC - Flake / Republican** . Product **Flake for AZ Senate / NRSC** Estimate #   **C09C15**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	KNXV	10/14/12	10/14/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S	1				\$1,200.00		0.00				
N28	KNXV	10/09/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-TWTF--	4				\$900.00		0.00				
N29	KNXV	10/15/12	10/18/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	MTWT---	4				\$900.00		0.00				
Totals														96	\$49,750.00